

中國視聽教育學會網站建置之專案管理

Project Management for Constructing the NAVEAC Web Site

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摘要：

中國視聽教育學會依其設置宗旨與基本架構，以專案的方式委託元智大學資訊傳播學系企劃並執行網站製作。本文即就此說明一個網路媒體建置計畫的專案管理，其中包括企劃、執行及問題解決的諸多過程，必須配合顧客端的需求以及網路媒體的特性，發展出適切之經營策略及解決方案，並以專案管理的技術，在有限的人力、物力、時間等限制因素下，有效地完成工作品質的要求。

關鍵字：專案管理、網站建置、中國視聽教育學會

ABSTRACT

The National Audio-Visual Education Association of China (NAVEAC) commissioned the department of information communication at Yuan Ze University to design and construct its web site in September 1999. This paper describes the construction process and discusses several management issues involving in this project. The client's needs and the media characteristics of internet must be taken into account in order to develop appropriate operation strategies, and to complete the task requirements under the realistic constraints of limited human resources, budget, and time.

Keywords: project management, web site construction, National Audio-Visual Education Association of China (NAVEAC)